

## **Iowa Finance Authority and Burlington Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Reach Their Goal of Increasing Home Sales**

*Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources*

BURLINGTON— In order to reach their goal, the Iowa Finance Authority (IFA) teamed up with Century 21, the Burlington Board of REALTORS® and MidWestOne Bank to promote The Meaning of Homeownership Contest. This effort between lenders and Realtors highlights support for homeownership and the importance of keeping the American dream on the rise.

“We’re excited to be offering this summer contest in partnership with the Iowa Association of REALTORS® as a fun way to promote June as National Homeownership Month and to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their dream of homeownership.”

“More than 12,257 homes have been sold in Iowa so far this year, up nearly 1,500 homes from last year at this time. We have had numerous months of strong sales activity and improved prices showing good news for the Iowa market and we want to see this trend continue,” said Iowa Association of Realtors® CEO Dave Bert.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Burlington-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at [Foursquare.com/iowaFinance](https://foursquare.com/iowaFinance).

“We are enjoying a strong economy, outstanding interest rates and sound inventory of homes for sale. This contest is a great opportunity to continue to remind Iowans that owning a home is a wonderful investment in their future and their family,” said Deb Fowler, Vice-President of the Burlington Board of REALTORS®.

“This contest is a fun way to get the word out about homeownership and Iowa Finance Authority programming,” said Sam Manka with MidWestOne Bank. “Our goal is to spur interest in the ultimate American dream and help Burlington area residents attain homeownership.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [IowaFinanceAuthority.gov/Contest](https://IowaFinanceAuthority.gov/Contest).